

Ocean Today Kiosk – Content and Editorial Processes

Draft for NOAA and Smithsonian Review and Signature: 3/25/08

Background and Statement of Purpose The Ocean Today Kiosk (kiosk) is a highly visual, dynamic, and visitor friendly experience in the Ocean Hall. A dynamic attract loop will invite visitors to explore ocean information organized into four theme areas: Ocean News, Ocean Life, Ocean Science and Technology, and Recent Discoveries. The design is an informal-learning, touch-screen environment. The guiding principles and objectives for the kiosk are many but not limited to:

- Enhance ocean literacy among museum goers through multimedia offerings;
- Create an enticing multimedia experience that attracts visitors;
- Provide timely content on current and foundational ocean topics;
- Provide a diversity of highly visual content, including results of scientific studies, updates on ongoing expeditions or programs, ocean-related weather phenomena, conservation updates, and fun stories.

Please see *Attachment E* for a complete listing of the guiding principles and objectives.

The policies and procedures for the selection and final approval of content will be transparent and will encourage contributions from the global ocean science community. This document is an organizing framework for those policies and procedures. We will revisit this document in six months from the time of issue and periodically thereafter to ensure it continues to meet the needs of the project.

Organizing Context The Ocean Today Kiosk will showcase content from NOAA, the Smithsonian, Coastal Ecosystem Learning Centers (CELC), Consortium for Ocean Leadership, Association of Zoos and Aquariums, the U.S. Navy, and contributors from the ocean science community to achieve its objectives. The information this community assembles will go into a warehouse of content titled the Ocean Today Kiosk National Feed that will be displayed on the two

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Ocean Today Kiosk stations in the Smithsonian Ocean Hall exhibit and initially distributed to five CELC organizations.

NOAA undertakes this agreement in support of the financial assistance awards to and prior agreements with the Smithsonian Institution for the development and implementation of the Ocean Hall at the Natural History Museum.¹

The Smithsonian will retain final editorial control over all content displayed on the Ocean Today Kiosk at the Smithsonian National Museum of Natural History. The editorial board can veto content identified for the National Feed to Ocean Hall and can raise issue with any content decision to upper management if any of the board members deem it necessary.

Based on user testing, the format that has been developed for the kiosk is a multimedia jukebox approach with the following organizing context:

1. Overarching themes for the kiosk currently include: Ocean News, Ocean Life, Ocean Science and Technology, and Recent Discoveries. All contributions must fit into one of these themes;
2. All contributions must fulfill the elements identified in the contributor kit (*Attachment A*) to be considered for inclusion in the national feed;
3. The Ocean Today Kiosk National Feed consists of those stories submitted by the community identified above and sent through the editorial review process outlined in this document from NOAA to the Smithsonian Ocean Hall exhibit for display on the two Ocean Today Kiosk stations. The network architecture (*Attachment B*) outlines how this content flows between the two.

¹ NOAA's statutory authorities for partition in the ongoing Ocean Hall effort are 33 USC § 883b, which authorizes NOAA to disseminate data resulting from the processing of data, information, compilations, and reports; 33 USC 883d, which authorizes NOAA to conduct investigations and research into geophysical sciences; and 33 USC 883e, which allows the Secretary of Commerce to enter into cooperative agreements for investigations authorized by 33 USC 883a et seq.; American Competes Act of 2007, 33 USC 893, which permits the NOAA Administrator to "conduct, develop, support, promote and coordinate formal and informal educational activities at all levels to enhance public awareness and understanding of ocean, coastal, Great Lakes and atmospheric science and stewardship...."

Ocean Today Kiosk Content and Editorial Policies

Policy

The Ocean Today Kiosk will provide current, relevant and varied multimedia content designed to appeal to the general public and stimulate their interest in and understanding of the ocean as a dynamic global system essential to all life. Contributors should view the kiosk as a way to informally educate and as an outreach vehicle to this community. The path any story idea follows is:

1. Proposal form;
2. Draft treatment description;
3. Final treatment w/rough-cut video or imagery;
4. Final submittal w/fine-cut video or imagery.

Each step is described in more detail below.

The Ocean Today Kiosk Managing Editor will solicit contributions based around the contributor kit for kiosk content. The editor will require support from others within NOAA, the Smithsonian, Coastal Ecosystem Learning Centers, Consortium for Ocean Leadership, Association of Zoos and Aquariums, the Navy and the ocean science community to identify stories.

New contributions must be submitted using the Ocean Today Kiosk proposal form (*Attachment C*) before any resources are committed. This proposal form will be reviewed by an Editorial Board (described in the ***Review Process*** section below) and returned to the contributor with a decision about whether the proposed story is a candidate for inclusion in the National Feed. This form will include the person(s) responsible for ensuring scientific accuracy. If approved the story idea will be included in the National Feed rotation. If disapproved for the National Feed, a reason will be provided and the contributor may revise or resubmit the idea to the Editorial Board.

Following approval of the story idea, production will follow the path of draft treatment description (includes text, and all visuals including video), final treatment w/rough-cut video or imagery and final submittal with final script, visuals and fine-cut video or imagery. The draft treatment description will be sent to the Editorial Board for approval before the final treatment w/rough-cut

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video or imagery process begins. Since the kiosk can carry pieces generated from video, still imagery, sounds and text, the draft treatment submissions should include as much detail as possible to aid in this decision process. The Editorial Board will either approve it or return it with requested edits.

The Production Manager will submit the final treatment w/rough-cut video or imagery and final submittal w/fine-cut video or imagery to the Editorial Board for review and approval. (The Editorial Board can halt the story being added into the rotation if they feel it deviated substantially from the draft treatment description. The contributor will be notified if this occurs.)

The review process should take approximately two weeks per phase. It is the Managing Editor's role to ensure the review process remains on schedule. Those submitting stories can combine phases in an effort to shorten the review cycle.

Currently the kiosk can make available up to 32 stories on any given day. Since the pool of stories will be more than 32, a mechanism is in place to provide the curators or managers of the kiosks the ability to choose which stories are displayed. Three of the presented stories are reserved for information that will be updated on a regular basis. These three stories are:

1. Daily 24-hour Weather Forecast Map and morning briefing;
2. Natural ocean hazards as identified by NOAA's All Hazard Monitor Web site, NOAAWatch.gov;
3. Ocean News story from a trusted national or international wire service or television news network.

All contributions will be credited at the end of each piece using a single screen for text (*Attachment D*).

Production of the submitted and approved story idea and obtaining signoff on

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scientific accuracy is the responsibility of the contributing institution.

Guidelines for story production are found in the contributor kit (*Attachment A*) along with examples and links to sample stories.

The Ocean Today Kiosk will maintain an independent point of view reflecting the highest educational and production standards.

Review Process

The Editorial Board is responsible for determining whether a piece is approved and included in the pool of stories for the National Feed. See the ***Roles and Responsibilities*** section for a complete description of the Editorial Board. The basis for this determination is first and foremost that this story supports the kiosk's Statement of Purpose (*Attachment E*) and that submitted materials meet all necessary elements of the kiosk contributor kit (*Attachment A*). Another determining factor is timeliness to current events in the news. The editorial board will review all stories for accuracy, balance, relevance, and appropriateness in connecting with the four theme areas of the kiosk. If it meets these criteria, and the editorial board approves, the Managing Editor will be notified. The contributor will in turn be notified to proceed with development. The final story will in turn be sent to the Production Manager for inclusion in the pool of National Feed stories.

If a previously approved story is not included in the National Feed an explanation will be provided and the contributor has the opportunity to revise or resubmit at any time.

Maintenance

NOAA is responsible for providing the latest suite of stories for the National Feed. A "date created" stamp will not appear on each story. Instead the type of rotation will indicate how long a story will run. The National Feed will consist of stories that are updated nightly, updated bi-weekly and those that are updated infrequently. A description of each type follows.

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Updated nightly – These are the three stories that are reserved initially for updating overnight and there is a separate process responsible for their selection. They are current events such as (but not restricted to):

1. Daily 24-hour Weather Forecast Map and morning briefing
2. Natural ocean hazards as identified by NOAA's All Hazard Monitor Web site, NOAAWatch.gov
3. Ocean News story from a trusted national or international wire service or television news network.

Updated bi-weekly – These are the stories submitted to meet the needs of a newsworthy current event.

Updated infrequently – These stories are those that require a long lead time for development or may include ever-green stories that can be put into rotation to fill-out a story line or theme in the National Feed. For example, during hurricane season, a story on hurricane preparedness can be put into rotation. It would be of interest as it relates to a current possibly seasonal event.

Stories will be reviewed for timeliness by the Managing Editor at least once every month. Any content update shall go through the review process and be posted as a new story.

The Managing Editor may elect to archive existing published stories and will develop an archive schedule.

Roles and Responsibilities

There are different types of roles and responsibilities necessary to support operating principles and procedures. The roles and responsibilities that follow assume a robust quality assurance process that verifies the quality, scientific accuracy, balance, relevance, and appropriateness in connecting with the four theme areas of each offering on the kiosk.

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Ocean Today Kiosk Team. Composed of Smithsonian and NOAA representatives, this kiosk Team is the initial driving force behind all components of the kiosk, from creating the Statement of Purpose to determining structure and content of the kiosk prototype and initial kiosk development. After development of the prototype and release of the National kiosk, it is anticipated that this kiosk team will cease to exist and some of its members will transition to the following recommended permanent roles.

Editorial Board. Responsible for approving kiosk submissions and providing guidance related to the general features and functions of the kiosk over time. It will also approve changes made to any aspect of the kiosk as it affects interfacing with the public. It will establish the principles that govern the editorial decision-making process, such as appropriateness and timeliness of content. The Editorial Board will consist of four members, each receiving one vote. The first two members are from NOAA and the Smithsonian. The other two members will be solicited from the greater ocean community. Board members will be rotated on a two-year basis.

Managing Editor. This person will be a NOAA employee responsible for writing and updating general editorial policies, kiosk-specific editorial policies and procedures for content offerings, and reviewing proposed content for compliance with policies and procedures. The Managing Editor will also provide feedback to potential contributors, guide them through the process of contributing, serve as an advisor to the Editorial Board, and manage the review pipeline. The Managing Editor reviews all approved contributions, ensures that standards have been met, and edits have been made. In addition, the Managing Editor will maintain documentation on rejected and approved submissions, notify authors of story submission status, and the need for

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review after any editing phase.

Production Manager. This person will be a NOAA employee responsible for the overall maintenance and production of the NOAA kiosk stories. They will make available templates and provide guidance to any author who is preparing a story for inclusion in the National Feed. This person will work closely with the Managing Editor and the author to ensure that NOAA contributions are available for the rough-cut and final-cut review process. They are also responsible for placing final pieces from all contributors into the appropriate rotation for the National Feed.

Author(s). These are individuals from NOAA, the Smithsonian, Coastal Ecosystem Learning Centers, Consortium for Ocean Leadership, Association of Zoos and Aquariums, the U.S. Navy and the ocean science community. Authors are responsible for proposing topics consistent with the purpose and goals of the kiosk, obtaining subject matter experts, and creating content using contributor kit guidelines. They are also responsible for being the point-of-contact with their institution related to the submitted story. This includes ensuring the scientific accuracy and balance of the story. Authors will work with the Managing Editor and the Production Manager to ensure their offerings meet their needs and the needs of the kiosk.

Technical Team. These are employees from NOAA and the Smithsonian who are responsible for maintaining the framework necessary to allow the flow of completed stories from NOAA to the kiosks at the National Museum of Natural History and the five CELC institutions.

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Signature
Block

Representative of NOAA

Representative of Smithsonian

Date

Date

Attachment A: Contributor Kit

About this document

This is the contributor kit for the Ocean Today Kiosk (kiosk) in the National Museum of Natural History's Ocean Hall. This kit is expected to be refined based on experience with Kiosk prototypes. Contribution submission must begin with submitting story ideas via the submittal form to ensure with reasonable certainty that the story will make it into rotation in the National Feed.

Who does the work:

The NOAA Multimedia Specialist will work with NOAA contributors to build their pieces for the kiosk. They are not able to do so for other institutions but will provide assistance on the phone or via email to assist in the development of any piece. Final Cut Pro HD templates are available for download from the Ocean Today Kiosk project Web site: http://www2.nos.noaa.gov/oceannewskiosk/background_docs.html

What we will need from Contributor(s):

The Ocean Hall Kiosk is a *visually intensive*, content-driven media center. The content – images and video – serves as both the interface to the content as well as the medium of delivery. There will be minimal text: text will be used to describe and identify rather than provide the majority of the viewer experience. Content contributions should be consistent with the Kiosk's statement of purpose and objectives. All measurements, if included, must be done using the metric system. Final display resolution for all pieces is 1280 x 720 with the lower 172 pixels (one-quarter) used for captioning. The lower quarter of any content element should be avoided as necessary for describing what is on display.

Images

- Dimensions: minimum 2500 x 1900 pixels; larger is better, and *much* larger is *much* better.
- Resolution: minimum 72 dots per inch minimum; maximum 600 dpi
- Format: JPEG (.jpg), TIFF (.tif), Photoshop (.psd)
- Image Content: The general subject of the image should be reasonably obvious: viewers should be able to quickly discern what the image is. Images should be upright so viewers do not need to turn their heads sideways.
- Image Caption: All images must have a caption included as a separate file. The caption should provide more than a simple identification of the image. Depending on the subject, the caption might include geographic location, depth at which image was taken, scientific name of the subject, or other material that provides a context for the image. **(30 word limit per caption)**
- **Important:** As the user will be able to access any content at random, captions must be stand-alone: do not assume the viewer will have seen any other image or caption. Images in a sequence may very well be viewed out of sequence. Do not include titles on the image.

- Image Quality: Please do not provide over or underexposed images, images that are out of focus, images that are “dated” (unless they have significant historical value) or images of grainy, scanned photographs.

Charts and Graphs

- Dimensions: minimum 2500 pixels x 1900 pixels; larger is better, and *much* larger is *much* better.
- Resolution: minimum 72 dots per inch minimum; maximum 600 dpi
- Format: JPEG (.jpg), TIFF (.tif), Photoshop (.psd), Acrobat (.pdf)
- Charts and Graph Content: The general subject should be reasonably obvious; viewers should not have to turn their heads sideways or spend more than a few seconds figuring out the purpose of the image, even if fully understanding the chart or graph may take 30 seconds or more.
- Chart and Graph Caption: Unless the chart or graph is self-captioned, all charts and graphs must have a caption included as a separate file. **(30 word limit per caption)**
- **Important:** As the user will be able to access any content at random, captions must be stand-alone: do not assume the viewer will have seen any other content or caption. Content intended to be seen in a sequence may very well be viewed out of sequence.

Video and animation

- File Format: MPEG (.mpeg) , QuickTime (.mov), Windows Media (.wmv), digital video (.dv), High Resolution H.264 (MPEG4); High Resolution H.264 is much preferred. Audio Video Interleave (.avi) is discouraged but allowable as long as the audio portion is not critical.
- Frame Size (viewing window dimensions): 640 x 480 or larger, and *much* larger is *much* better.
- Frame Rate: minimum 15 frames/second
- Duration: 45 seconds to 3 minutes
- Video Content: Video should focus on topics that are consistent with the statement of purpose and objectives of the Ocean News Kiosk such as ocean environment, technology used to investigate or utilize the ocean environment, etc. Video content composed primarily of “talking heads” will not be used. The general subject of the video should be obvious. Video should be upright; viewers should not have to turn their heads sideways.
- Video Caption: All video must have a caption included as a separate file. The caption should provide more than a simple identification of the video. Depending on the subject, the caption might include geographic location, depth at which the video was taken, scientific name of the subject, or other material that provides a context for the video. **(30 word limit per caption)**
- Video Transcript: All video must have a transcript as a separate file. The transcript must follow word-for-word any spoken material and provide as similar an experience as possible for the entire length of the video. As an example, if crashing waves are seen and this is the only audio, the transcript would read, <crashing waves>. The transcript must be provided in a text ready format (.txt).

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- **Important:** As the user will be able to access any content at random, captions must be stand-alone: do not assume the viewer will have seen any other content or caption. Video in a sequence may very well be viewed out of sequence. Avoid use of titles in the video but instead include them in the separate file.

Audio

Audio presents challenges for the Ocean Kiosk. The kiosk will be in a busy area, and the ambient noise level may very well be high; soft sounds and audio subtlety will be difficult to hear. Images and video will most likely have a voice narration of what appears on-screen. For video images that contain audio or standalone ocean sounds, the audio should be clear and directly related to the video. Sound effects (to accompany either static images or video) should be related to the ocean environment and be relevant to the accompanying image or video. Audio libraries (i.e., a collection of whale sounds) should be accompanied by images or video of the creatures or objects associated with the sound

- Duration: 5 seconds to 15 seconds (varies by purpose)
- File Format: Audio Interchange File (.aif) or Waveform (.wav); minimum 16bit – mono
- Compression: uncompressed
- Interleave: 1 second
- Caption: All sound files must include a short (30 word limit) description of the animal or event that created the sound.

Editorial Review

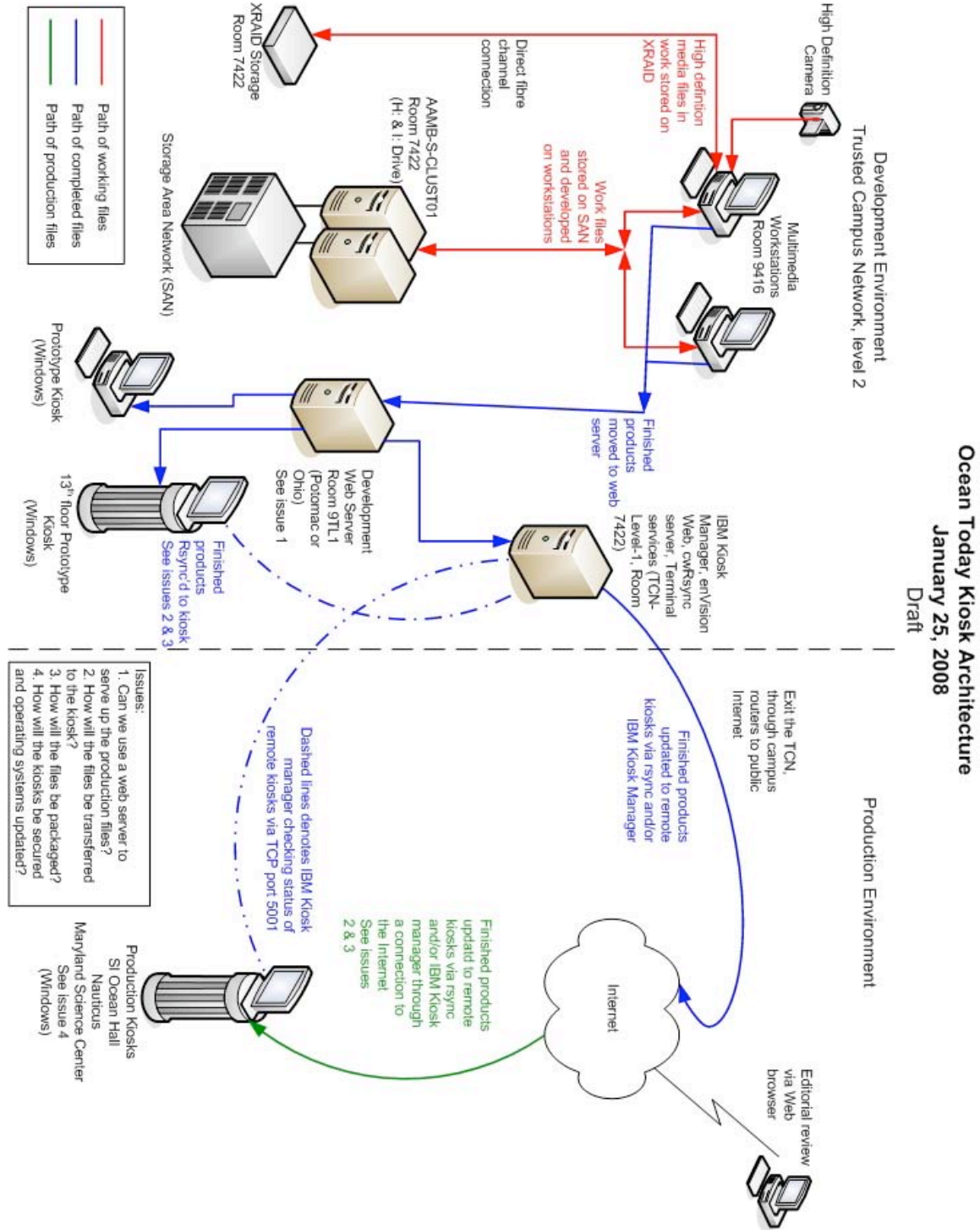
The Smithsonian Institution has final editorial control over all content appearing on the Ocean Today Kiosk in the Ocean Hall. The process for reviewing content submission is included in the ‘Ocean Today Kiosk – Content and Editorial Process’ document.

Contact Information

The point of contact for technical questions about content submissions is:

Ocean Kiosk Project, Attn: Mike Shelby
National Ocean Service
Special Projects Division
1305 East-West Highway, N/MB7
SSMC4, Suite 9623
Silver Spring, MD 20910
(301) 713-3000 x 203
Mike.Shelby@noaa.gov

Attachment B: Network Architecture



(Note: The network protocols necessary to support the updating of the remote Ocean Today Kiosks is available but not included as it is beyond the scope of this document.)

Attachment C: Ocean Today Kiosk Proposal Form

Date:

Person/Institution submitting the story:

Email address:

Contact phone number:

Proposed Title:

Short Title of no more than 26 characters (will be displayed on the screen of the kiosk):

Approximate length (in minutes:seconds):

Please summarize the story idea in one paragraph or page: (describe what the audience will see in the video and the message the story will convey)

Identify the visuals or audio that will be used to support this story by file type (Examples: 2 QuickTime video files, or 10 jpeg image files):

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Please indicate (check) if the proposed offering is aligned with both the purpose and educational goals of the Ocean Today Kiosk:

	Principles		Educational Goals
	Enhance ocean literacy among museum goers through multimedia offerings		Enhance ocean literacy among museum goers through multimedia offerings
	Provide timely content on current and foundational ocean topics		Visitors will be able to state that the Ocean is a constantly changing dynamic environment
	Provide a diversity of highly visual content, including results of scientific studies, updates on ongoing expeditions or programs, ocean-related weather phenomena, conservation updates, and fun stories		Visitors will be more aware of ocean issues in the news
	Provide content that is updatable on a variety of time scales (days to months)		Visitors will be able to identify and explain the importance of two ocean related topics
	Provide content that complements the Ocean Hall and the Ocean Web Portal		Visitors will understand that ocean events are relevant to their lives

Please elaborate on how is the proposed offering is aligned with both the purpose and educational goals:

Identify to what theme(s) you are submitting this story (circle):

Ocean News | Ocean Life | Recent Discoveries | Ocean Science & Technology

Identify who is reviewing this story for scientific accuracy, balance and appropriateness (Name and Email):

Attachment D: Video Credit Bumper Example

The example below denotes how credit will be given for any video piece that is part of the National Feed. This single screen will be shown at the end of all video pieces. It will include the NOAA and SI logos along with the text:

Ocean Today has been brought to you by the Smithsonian Institution in collaboration
with the National Oceanic and Atmospheric Administration.
For more ocean information see: <http://ocean.si.edu/>

This text cannot be modified in any way.

The area after 'Video content provided by:' will be used for all crediting information. All credits will be listed in text format only. All attempts will be made to denote this credit in a larger font size than the mandatory text. No additional logos are permitted.



Attachment E: Statement of Purpose and Educational Goals

The Ocean Today Kiosk (kiosk) will be a highly visual, dynamic, and visitor friendly experience in the Ocean Hall. This exhibit element in the Ocean Hall, Ocean Systems gallery, will include 2 kiosks, each with a 32 inch touch screen display and a 42 inch echo monitor above. This will allow for multiple groups to simultaneously interact with the kiosks. Complementing the kiosk is a headline news crawler to entice visitors to learn more at the kiosks. A world map will be located at each kiosk as well.

The kiosk will contain ocean news in an informal-learning, touch-screen environment. A dynamic attract loop will invite visitors to explore several content areas. The guiding principles for the kiosk are as follows:

- Enhance ocean literacy among museum goers through multimedia offerings;
- Create an enticing multimedia experience that attracts visitors;
- Provide timely content on current and foundational ocean topics;
- Provide a diversity of highly visual content, including results of scientific studies, updates on ongoing expeditions or programs, ocean-related weather phenomena, conservation updates, and fun stories;
- Provide content that is updatable on a variety of time scales (days to months);
- Provide content that complements the Ocean Hall and the Ocean Web Portal;
- Match the format, length, and subject matter of the offerings to the anticipated behavior of Kiosk users, for example, provide short videos (from 45 seconds up to three minutes) rather than lengthy essays;
- Provide a contributor based venue for relevant content using a contributor kit to facilitate incorporation and display of this content;
- Develop and maintain an editorial review process (described in this document) to ensure accuracy, balance and timeliness;
- Refresh existing content on a regular basis;
- Share developed content with a network of other kiosks;
- Ensure that the Kiosk is content-driven, with technology playing a supportive, rather than directive, role;
- Adapt functionality to technology updates over time;
- Ensure a user-friendly environment.

NOAA is primarily responsible for the programming of the kiosk. NOAA and NMNH will develop an editorial process to evaluate and develop offerings for the kiosk.

Educational goals and objectives for the kiosk:

Enhance ocean literacy among museum goers through multimedia offerings

Visitors will be able to state that the Ocean is a constantly changing dynamic environment

Visitors will be more aware of ocean issues in the news

Visitors will be able to identify and explain the importance of two ocean related topics

Visitors will understand that ocean events are relevant to their lives